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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---------------------------|--------------------------------|---------------------------|---------------------|------------------|
| 10/590,645 | 08/25/2006 | Yvonne Susanna Veldhuizen | F7764(V) | 1494 |
| 201 UNILEVER P. | 7590 12/10/2010 ATENT GROUP | EXAMINER | | |
| 800 SYLVAN AVENUE | | | TRAN LIEN, THUY | |
| AG West S. W ENGLEWOOI | ing O CLIFFS, NJ 07632-31 | 00 | ART UNIT | PAPER NUMBER |
| | | | 1789 | |
| | | | | |
| | | | NOTIFICATION DATE | DELIVERY MODE |
| | | | 12/10/2010 | ELECTRONIC |

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentgroupus@unilever.com

Advisory Action Before the Filing of an Appeal Brief

| Application No. | Applicant(s) | |
|------------------------------|--------------|----|
| 10/590,645 VELDHUIZEN ET AL. | | L. |
| Examiner | Art Unit | |
| Lien T. Tran | 1789 | |

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

| THE | REPLY FILED 23 November 2010 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. |
|------|---|
| 1. 🛛 | The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this |
| | application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the |
| | application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request |
| | for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time |
| | periods: |
| | The period for reply expires <u>3</u> months from the mailing date of the final rejection. |
| b) | The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In |
| | |

no event however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b), ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailting date of the final rejection, even if timely filed, may reduce any aremed patent term adustment. See 37 CFR 1.73(b).

| may reduce any earned p |
|-------------------------|
| NOTICE OF APPEAL |

Notice of Appeal was filed on ____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

| AMENDMENTS |
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| (a) They raise new issues that would require further consideration and/or search (see NOTE below); (b) They raise the issue of new matter (see NOTE below); | a lanuar far |
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| | a laawaa far |
| (1) The contract decreased to all the confliction to be seen the contract to the contract of t | a laguage for |
| (c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying th | e issues ioi |
| appeal; and/or | |
| (d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims. | |
| NOTE:, (See 37 CFR 1.116 and 41.33(a)). | |
| 4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (P | PTOL-324). |
| 5. Applicant's reply has overcome the following rejection(s): | |
| 6. Newly proposed or amended claim(s) would be allowable if submitted in a separate, timely filed amendment | t canceling the |
| non-allowable claim(s). | |
| 7. X For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an ex | planation of |
| how the new or amended claims would be rejected is provided below or appended. | |
| The status of the claim(s) is (or will be) as follows: | |
| Claim(s) allowed: | |
| Claim(s) objected to: | |
| Claim(s) rejected: 2-7 and 10. | |
| Claim(s) withdrawn from consideration: | |
| AFFIDAVIT OR OTHER EVIDENCE | |
| 8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is remainded. | |
| was not earlier presented. See 37 CFR 1.116(e). | |
| 9. In the afficiavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will entered because the afficiavit or other evidence failed to overcome all rejections under appeal and/or appellant fails showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1). | to provide a |

REQUEST FOR RECONSIDERATION/OTHER

11. \(\) The request for reconsideration has been considered but does NOT place the application in condition for allowance because:

See Continuation Sheet.

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

12. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____

13. Other:

/Lien T Tran/ Primary Examiner, Art Unit 1789 Continuation of 11. does NOT place the application in condition for allowance because: the argument is not persuasive for reason of record. Applicant further argues that if the upper end of the range is used, then the amount is 18%. This argument is not persuasive because Yuan teaches a range, not just 20%. Using only 20% does not accurately reflect the teaching of Yuan. Since the claims do not specify any other ingredients of the food. The amount based on the food composition is equivalent to the amount based on flour.